



RICHARDSON  
REGIONAL  
MEDICAL CENTER

May 22, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Martin:

Richardson Regional Medical Center, a non-profit hospital, recently hosted the fifth annual WildRide Against Cancer with the support of **KJJK, 100.3 Jack FM**. This bike rally attracts cyclists from all across North Texas and raises more than \$100,000 each year for our cancer center. Jack FM helped publicize the event by creating a public service announcement that aired over the course of several weeks. They also promoted the event on the Jack FM website. Through this promotional effort, the WildRide had a huge increase in participation this year. In fact, registrations increased by 50 percent!

Jack FM also showed its support by volunteering to be on-site the day of the event. The Jack FM Street Team handed out giveaways and greeted the riders. The Street Team was energetic and friendly, and truly added to the fun and festive atmosphere of the bike rally. Leading up to the big day, the Jack FM Marketing Department was also extremely helpful in developing the PSA's and planning for the event.

Jack FM makes a big difference in the community by supporting various charities and events, and we are grateful for their incredible support. The Jack FM staff showed that they cared about our cause and were dedicated to doing whatever they could to make our fundraiser a success. We look forward to inviting them to be our partner again next year.

Sincerely,

Jennifer Baylis  
Public Relations Coordinator